

REP HEADLINE# 6336516 TRF# E:063365 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHEET

FAX# 703-516-9680 CREDIT RISK !! HARRIS REPORT FROM REP SEP27/12 09.19 ***CHANGES*** ** WFLA-TV ***

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US

AGY # AGY. NAME AMERICAN RANBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01915

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6336516

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP26/12 OCT2/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP27/12 09.19

REP: REVISION *FLIGHT DATE ENDS 9/27 - NO SPOTS TO AIR 9/28-10/2* ALL SPOTS CANCELED THAT WERE SCHEDULED TO RUN 9/28-10/2 NEW TTL \$32,100 PLEASE CONFIRM THANKS! BRIAN FOR MEGHAN

CON CM ROMNEY FOR PRESIDENT, INC.

9/27

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		600A-700A	30		\$700.00	10/1	10/2	0		M-TU	0
PROGRAM : 6AM NEWS												
CON COM1: 6AM NEWS												
2	*		600A-700A	30		\$700.00	9/26	9/27	4		W-TH	4
PROGRAM : 6AM NEWS												
CON COM1: 6AM NEWS												
3	*		700A-900A	30		\$900.00	9/26	9/27	4		W-TH	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
4	S		700A-900A	30		\$900.00	10/1	10/2	0		M-TU	0
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

9/28/12 #CC

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP SEP27/12 09.19
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5	*		900A-1000A	30		\$550.00	9/26	9/27	2		W-TH	2
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
6	S		900A-1000A	30		\$550.00	10/1	10/2	0		M-TU	0
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
7	S		1200N-100P	30		\$200.00	10/1	10/2	0		M-TU	0
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
8	*		1200N-100P	30		\$200.00	9/26	9/27	2		W-TH	2
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
9	*		100P-200P	30		\$400.00	9/26	9/27	2		W-TH	2
PROGRAM : DAYS												
CON COM1: DAYS												
10	S		100P-200P	30		\$400.00	10/1	10/2	0		M-TU	0
PROGRAM : DAYS												
CON COM1: DAYS												
11	S		200P-300P	30		\$250.00	10/1	10/2	0		M-TU	0
PROGRAM : RACHEL RAY												
CON COM1: RACHEL RAY												
12	*		200P-300P	30		\$250.00	9/26	9/27	2		W-TH	2
PROGRAM : RACHEL RAY												
CON COM1: RACHEL RAY												
13	*		300P-400P	30		\$450.00	9/26	9/27	2		W-TH	2
PROGRAM : DOCTORS												
CON COM1: DOCTORS												

FAX# 703-516-9680
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HARRIS REPORT FROM REP SEP27/12 09.19
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	S		300P-400P	30		\$450.00	10/1	10/2	0		M-TU	0
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
15	S		500P-530P	30		\$900.00	10/1	10/2	0		M-TU	0
PROGRAM : 5PM NEWS												
CON COM1: 5PM NEWS												
16	*		500P-530P	30		\$900.00	9/26	9/27	2		W-TH	2
PROGRAM : 5PM NEWS												
CON COM1: 5PM NEWS												
17	S		530P-600P	30		\$900.00	10/1	10/2	0		M-TU	0
PROGRAM : 530PM NEWS												
CON COM1: 530PM NEWS												
18	*		530P-600P	30		\$900.00	9/26	9/27	2		W-TH	2
PROGRAM : 530PM NEWS												
CON COM1: 530PM NEWS												
19	S		600P-630P	30		\$1,200.00	10/1	10/2	0		M-TU	0
PROGRAM : 6PM NEWS												
CON COM1: 6PM NEWS												
20	*		600P-630P	30		\$1,200.00	9/26	9/27	4		W-TH	4
PROGRAM : 6PM NEWS												
CON COM1: 6PM NEWS												
21	S		700P-730P	30		\$1,000.00	10/1	10/2	0		M-TU	0
PROGRAM : 7PM NEWS												
CON COM1: 7PM NEWS												
22	*		700P-730P	30		\$1,000.00	9/26	9/27	4		W-TH	4
PROGRAM : 7PM NEWS												
CON COM1: 7PM NEWS												

SEP27/12 09.19

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23	*		730P-800P	30		\$1,000.00	9/26	9/27	2		W-TH	2
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
24	S		730P-800P	30		\$1,000.00	10/1	10/2	0		M-TU	0
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
25	S		1100P-1130P	30		\$1,250.00	10/1	10/2	0		M-TU	0
PROGRAM : 11PM NEWS												
CON COM1: 11PM NEWS												
26	*		1100P-1130P	30		\$1,250.00	9/26	9/27	4		W-TH	4
PROGRAM : 11PM NEWS												
CON COM1: 11PM NEWS												
27	*		1130P-1230A	30		\$650.00	9/26	9/27	4		W-TH	4
PROGRAM : TONITE SHOW												
CON COM1: TONITE SHOW												
28	S		1130P-1230A	30		\$650.00	10/1	10/2	0		M-TU	0
PROGRAM : TONITE SHOW												
CON COM1: TONITE SHOW												
29	S		1000P-1100P	30		\$3,000.00	9/28	9/28	0		FRI	0
PROGRAM : DATELINE												
CON COM1: DATELINE												
30	S		700A-900A	30		\$500.00	9/29	9/29	0		SAT	0
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												
35	S		700P-800P	30		\$650.00	9/29	9/29	0		SAT	0
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												

*# 703-516-9680
 !
 FROM REP SEP27/12 09.19
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
36	S		800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$500.00	9/30	9/30	0		SUN	0
37	S		900A-1000A PROGRAM : SUN AM NEWS CON COM1: SUN AM NEWS	30		\$300.00	9/30	9/30	0		SUN	0
38	S		1000A-1100A PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS	30		\$1,400.00	9/30	9/30	0		SUN	0
39	S		600P-630P PROGRAM : SUN NEWS CON COM1: SUN NEWS	30		\$750.00	9/30	9/30	0		SUN	0
41	S		700P-815P PROGRAM : FTBALL NIGHT IN AMER CON COM1: FTBALL NIGHT IN AMER	30		\$3,400.00	9/30	9/30	0		SUN	0
42	S		815P-1130P PROGRAM : NBC SUN-FTBL CON COM1: NBC SUN-FTBL	30		10000.00	9/30	9/30	0		SUN	0
43	S		700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	9/28	9/28	0		FRI	0
44	S		430A-459A PROGRAM : AM NEWS CON COM1: AM NEWS	30		\$25.00	9/28	9/28	0		FRI	0
45	S		630P-700P PROGRAM : NIGHTLY NEWS CON COM1: NIGHTLY NEWS	30		\$5,000.00	9/28	9/28	0		FRI	0

REP HEADLINE# 6336516 TRF# E:063365 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP27/12 09.19
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WFLA-TV ***
 CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
46	S		900P-1100P	30		\$1,400.00	9/29	9/29	0		SAT	0
PROGRAM : L AND O SVU												
CON COM1: L AND O SVU												
SEP/12			32100.00			OCT/12					\$.00	
CONTRACT TOTAL											32100.00	
TOTAL SPOTS											40	

MARKET TOTALS \$517,143 WFLA 21% WFTS 22% WTSP 27% WTVT 17% WTOG 1% WTTA 0% WMOR 2%
 WMOX 0% WXPX 0% WWSB 10% CABL 0%
 SHARES ARE ACCURATE
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 791 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Copy

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	32100	Campaign Ref:	E:063366160
Buyer:	..	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06336616
Est./PO Number:	06336616	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
2	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots 4		4	2800
3	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots 4		4	3600
5	M-F 9a Today Show II ..WTF..	03	550	30 Comme	Nbr of Spots 2		2	1100
8	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots 2		2	400
9	M-F 1p Days Of Our Lives ..WTF..	03	400	30 Comme	Nbr of Spots 2		2	800
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots 2		2	500
13	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots 2		2	900
16	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots 2		2	1800
18	M-F 530p News	03	900	30 Comme	Nbr of Spots 2		2	1800
Weekly Totals: Total Spots(Ord Spots)					40		40	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 791 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Copy

Client: Mitt Romney/ R/ President/ US	Submission Cost: 32100	Campaign Ref: E:063365160
Buyer: US	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06336516
Est./PO Number: 06336516	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
20	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots	4	4	4800
22	M-F 7p News ..WTF..	03	1000	30 Comme	Nbr of Spots	4	4	4000
23	M-F 730p Entertainment Tonight ..WTF..	03	1000	30 Comme	Nbr of Spots	2	2	2000
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	4	4	5000
27	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme	Nbr of Spots	4	4	2600
Weekly Totals: Total Spots(Ord Spots)					40	40	40	

Grand Totals				Month 9 Weeks: 5	Month 10 Weeks: 4
				09/24	10/01
Spots				40	0
Cost				32100	0

Grand Totals:	Spots:	40
	Gross Total:	32,100.00
	Commission:	4,815.00

Net Total:

27,285.00

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES
SEP26/12 21.12
*** WFLA-TV ***

PROGRAM : SAT NEWS
CON COM1: SAT NEWS

FROM REP SEP26/12 21.12
* * CHANGES * * * * WFLA-TV * * *

SEP26/12 21.12
WETA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
34	S		630P-700P	30		\$2,500.00	9/29	9/29	0		SAT	0
PROGRAM : SAT 630PM NEWS												
CON COM1: SAT 630PM NEWS												
40	S		630P-700P	30		\$2,500.00	9/30	9/30	0		SUN	0
PROGRAM : SUN 630PM NEWS												
CON COM1: SUN 630PM NEWS												
41	RS		700P-815P	30		\$3,400.00	9/30	9/30	1		SUN	1
PROGRAM : FTBALL NIGHT IN AMER												
CON COM1: FTBALL NIGHT IN AMER												
42	RS		815P-1130P	30		10000.00	9/30	9/30	1		SUN	1
PROGRAM : NBC SUN-FTBL												
CON COM1: NBC SUN-FTBL												
43	A		700A-900A	30		\$900.00	9/28	9/28	1		FRI	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
44	A		430A-459A	30		\$25.00	9/28	9/28	2		FRI	2
PROGRAM : AM NEWS												
CON COM1: AM NEWS												
45	A		630P-700P	30		\$5,000.00	9/28	9/28	1		FRI	1
PROGRAM : NIGHTLY NEWS												
CON COM1: NIGHTLY NEWS												
46	A		900P-1100P	30		\$1,400.00	9/29	9/29	1		SAT	1
PROGRAM : L AND O SVU												
CON COM1: L AND O SVU												
SEP/12 76500.00 OCT/12 32100.00						CONTRACT TOTAL 108600.00						
						TOTAL SPOTS 115						

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	:	LINE#	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$517,143 WFLA 21% WFTS 22% WTSP 27% WTVT 17% WTOG 1% WTTA 0% WMOR 2%
 WMOX 0% WXPX 0% WWSB 10% CABL 0%

SHARES ARE ACCURATE

SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

SEP24/12 18.54
*** WFLA-TV ***

SEP24/12 18.54
*** WFLA-TV ***

SALESMAN #

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MEGHAN MCGARR (H)

CLASS: NATL. LOCAL REGIONAL

(CE)

DATE SEP24/12 18.54

TTL \$108,600 @11.9X
PLEASE CONFIRM
THANKS! KIM FOR MEGHAN

CON CM ROMNEY FOR PRESIDENT, INC.

LINE# :	REP :	CD :	TIME PERIOD :	LGTH :	SEC :	RATE :	START DATE :	END DATE :	SPTS /WK :	WEEK INVT :	DAYS :	TOTL SPTS :
1			600A-700A	30		\$700.00	10/1	10/2	4		M-TU	4
PROGRAM : 6AM NEWS												
CON COM1 : 6AM NEWS												
2			600A-700A	30		\$700.00	9/26	9/28	6		W-F	6
PROGRAM : 6AM NEWS												
CON COM1 : 6AM NEWS												
3			700A-900A	30		\$900.00	9/26	9/28	6		W-F	6
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
4			700A-900A	30		\$900.00	10/1	10/2	4		M-TU	4
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												

SEP24/12 18.54

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	9/26	9/28	3		W-F	3
6			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	10/1	10/2	2		M-TU	2
7			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/1	10/2	2		M-TU	2
8			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	9/26	9/28	3		W-F	3
9			100P-200P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$400.00	9/26	9/28	3		W-F	3
10			100P-200P PROGRAM : DAYS CON COM1: DAYS	30		\$400.00	10/1	10/2	2		M-TU	2
11			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$250.00	10/1	10/2	2		M-TU	2
12			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$250.00	9/26	9/28	3		W-F	3
13			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	9/26	9/28	3		W-F	3

SEP24/12 18.54
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/1	10/2	2		M-TU	2
15			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$900.00	10/1	10/2	2		M-TU	2
16			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$900.00	9/26	9/28	3		W-F	3
17			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$900.00	10/1	10/2	2		M-TU	2
18			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$900.00	9/26	9/28	3		W-F	3
19			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$1,200.00	10/1	10/2	4		M-TU	4
20			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$1,200.00	9/26	9/28	6		W-F	6
21			700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$1,000.00	10/1	10/2	4		M-TU	4
22			700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$1,000.00	9/26	9/28	6		W-F	6

REP HEADLINE# 6336516
 *** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

SEP24/12 18.54
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
23			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	9/26	9/28	3		W-F	3
24			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	10/1	10/2	2		M-TU	2
25			1100P-1130P PROGRAM : 11PM NEWS CON COM1: 11PM NEWS	30		\$1,250.00	10/1	10/2	4		M-TU	4
26			1100P-1130P PROGRAM : 11PM NEWS CON COM1: 11PM NEWS	30		\$1,250.00	9/26	9/28	6		W-F	6
27			1130P-1230A PROGRAM : TONITE SHOW CON COM1: TONITE SHOW	30		\$650.00	9/26	9/28	6		W-F	6
28			1130P-1230A PROGRAM : TONITE SHOW CON COM1: TONITE SHOW	30		\$650.00	10/1	10/2	4		M-TU	4
29			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$3,000.00	9/28	9/28	1		FRI	1
30			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	9/29	9/29	2		SAT	2
31			900A-1000A PROGRAM : SAT AM NEWS CON COM1: SAT AM NEWS	30		\$300.00	9/29	9/29	1		SAT	1

① MA-
 PMing.

REP HEADLINE# 6336516
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

SEP24/12 18.54
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
32			330P-700P PROGRAM : COLLEGE FTBALL CON COM1: COLLEGE FTBALL	30		\$450.00	9/29	9/29	3		SAT	3
33			600P-630P PROGRAM : SAT NEWS CON COM1: SAT NEWS	30		\$700.00	9/29	9/29	1		SAT	1
34			630P-700P PROGRAM : SAT 630PM NEWS CON COM1: SAT 630PM NEWS	30		\$2,500.00	9/29	9/29	1		SAT	1
35			700P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$650.00	9/29	9/29	1		SAT	1
36			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$500.00	9/30	9/30	1		SUN	1
37			900A-1000A PROGRAM : SUN AM NEWS CON COM1: SUN AM NEWS	30		\$300.00	9/30	9/30	1		SUN	1
38			1000A-1100A PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS	30		\$1,400.00	9/30	9/30	1		SUN	1
39			600P-630P PROGRAM : SUN NEWS CON COM1: SUN NEWS	30		\$750.00	9/30	9/30	1		SUN	1
40			630P-700P PROGRAM : SUN 630PM NEWS CON COM1: SUN 630PM NEWS	30		\$2,500.00	9/30	9/30	1		SUN	1

③ 14A-
pgm chg

① 14A-
pgm chg

① 14A-
pgm chg

① 14A

REP HEADLINE# 6336516
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP24/12 18.54
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
41			700P-815P	30		\$1,700.00 <i>3400</i>	9/30	9/30	2		SUN	2
PROGRAM : FTBALL NIGHT IN AMER												
CON COM1: FTBALL NIGHT IN AMER												
42			815P-1130P	30		\$5,000.00 <i>10,000</i>	9/30	9/30	2		SUN	2
PROGRAM : NBC SUN-FTBL												
CON COM1: NBC SUN-FTBL												
SEP/12			76500.00									
			OCT/12									
CONTRACT TOTAL												108600.00
TOTAL SPOTS												119

MARKET TOTALS \$517,143 WFLA 21% WFTS 22% WTSP 27% WTVT 17% WTOG 1% WTTA 0% WMOR 2%
 WMOX 0% WXPX 0% WWSB 10% CABL 0%

SHARES ARE ACCURATE

SVC- NSI
 DEMOS- RA35+*

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 782 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	87850	Campaign Ref:	E:063365160
Buyer:	US	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06336516
Est./PO Number:	06336516	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 6a News MT.....	03	700	30 Comme	Nbr of Spots	4	4	2800
2	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots	6	6	4200
3	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots	6	6	5400
4	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots	4	4	3600
5	M-F 9a Today Show II ..WTF..	03	550	30 Comme	Nbr of Spots	3	3	1650
6	M-F 9a Today Show II MT.....	03	550	30 Comme	Nbr of Spots	2	2	1100
7	M-F 12p Today Show III MT.....	03	200	30 Comme	Nbr of Spots	2	2	400
8	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots	3	3	600
9	M-F 1p Days Of Our Lives	03	400	30 Comme	Nbr of Spots	3	3	1200
Weekly Totals: Total Spots(Ord Spots)					68	40	108	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 782 Issue 1



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P.O. Box 1410
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PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	87850	Campaign Ref:	E:063365160
Buyer:	US	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06336516
Est./PO Number:	06336516	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 1p Days Of Our Lives MT.....	03	400	30 Comme	Nbr of Spots	2	2	800
11	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots	3	3	750
13	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots	3	3	1350
14	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2	2	900
15	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
16	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
17	M-F 530p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
18	M-F 530p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
19	M-F 6p News MT.....	03	1200	30 Comme	Nbr of Spots	4	4	4800
Weekly Totals: Total Spots(Ord Spots)					88	40	108	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 782 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 87850	Campaign Ref: E:063365160
Buyer: ...	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06336516
Est./PO Number: 06336516	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
20	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots	6	6	7200
21	M-F 7p News MT.....	03	1000	30 Comme	Nbr of Spots	4	4	4000
22	M-F 7p News ..WTF..	03	1000	30 Comme	Nbr of Spots	6	6	6000
23	M-F 730p Entertainment Tonight ..WTF..	03	1000	30 Comme	Nbr of Spots	3	3	3000
24	M-F 730p Entertainment Tonight MT.....	03	1000	30 Comme	Nbr of Spots	2	2	2000
25	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	4	4	5000
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	6	6	7500
27	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme	Nbr of Spots	6	6	3900
28	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	650	30 Comme	Nbr of Spots	4	4	2600
29	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots	1	1	3000
Weekly Totals: Total Spots(Ord Spots)					68	40	108	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 782 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	87850	Campaign Ref:	E:063365160
Buyer:	US	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06336516
Est./PO Number:	06336516	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
30	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots 2		2	1000
31	Sat 7p Entertainment TonightS.	03	650	30 Comme	Nbr of Spots 1		1	650
32	Sun 8a Today ShowS	03	500	30 Comme	Nbr of Spots 1		1	500
33	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots 1		1	300
34	Sun 10a Meet The PressS	02	1400	30 Comme	Nbr of Spots 1		1	1400
35	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots 1		1	750
Weekly Totals: Total Spots(Ord Spots)					68	40	108	

Grand Totals			
		Month 9 Weeks: 5 09/24	Month 10 Weeks: 4 10/01
Spots	108	68	40
Cost	87850	55750	32100

Grand Totals:	Spots: 108
	Gross Total: 87,850.00

Commission:	13,177.50
Net Total:	74,672.50



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Mitt Romney/ R/ President/ U
PROD: Romney For President

2012
INVOICE DATE 09/30/12
ORDER TYPE Political
WFLA I SS
E:063365160
WFLA
INVOICE NUMBER 0100032677
PAGE 1
BROADCAST MONTH 08/27/2012 - 09/3

SCHEDULE DATES
9/24/12-10/07/12
Standard Broadcast Month

REF#: Desc: Campaign Option Number 1, Booking1

TERMS: NET 30 DAYS.

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION			
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 6a News	700.00	2	4					*WFLA :30 Commercial			
				9/26	WE	06:42A	30	2012MRFP114	700.00		
				9/26	WE	06:59A	30	2012MRFP120	700.00		
				9/27	TH	06:43A	30	2012MRFP114	700.00		
				9/27	TH	06:52A	30	2012MRFP120	700.00		
M-F 7a Today Show	900.00	3	4					*WFLA :30 Commercial			
				9/26	WE	08:43A	30	2012MRFP114	900.00		
				9/26	WE	08:58A	30	2012MRFP120	900.00		
				9/27	TH	08:26A	30	2012MRFP114	900.00		
				9/27	TH	08:58A	30	2012MRFP120	900.00		
M-F 9a Today Show II	550.00	5	2					*WFLA :30 Commercial			
				9/26	WE	09:59A	30	2012MRFP114	550.00		
				9/27	TH	09:27A	30	2012MRFP114	550.00		
M-F 12p Today Show III	200.00	8	2					*WFLA :30 Commercial			
				9/26	WE	12:51P	30	2012MRFP120	200.00		
				9/27	TH	12:29P	30	2012MRFP120	200.00		
M-F 1p Days Of Our Lives	400.00	9	2					*WFLA :30 Commercial			
				9/26	WE	12:59P	30	2012MRFP114	400.00		
				9/27	TH	12:59P	30	2012MRFP114	400.00		
M-F 2p Rachael Ray	250.00	12	2					*WFLA :30 Commercial			
				9/26	WE	02:41P	30	2012MRFP120	250.00		
				9/27	TH	02:35P	30	2012MRFP120	250.00		
M-F 3p Doctors	450.00	13	2					*WFLA :30 Commercial			
				9/26	WE	03:19P	30	2012MRFP114	450.00		
				9/27	TH	03:26P	30	2012MRFP114	450.00		
M-F 5p News	900.00	16	2					*WFLA :30 Commercial			
				9/26	WE	05:28P	30	2012MRFP120	900.00		
				9/27	TH	05:21P	30	2012MRFP120	900.00		

*** Continued ***

PERIOD COST 32,100.00

40 Total Units

ACTUAL GROSS BILLING 32,100.00
AGENCY COMMISSION 4,815.00
NET DUE 27,285.00

Debits .00
Credits .00
SUB-TOTALS .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Mitt Romney/ R/ President/ U
PRODUCT Romney For President

INVOICE NUMBER 0100032677
BROADCAST MONTH 08/27/2012 - 09/30
AMOUNT DUE 27,285.00

REMIT TO:

*00200

000134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000134029 00000100032677 002728500 8



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Mitt Romney/ R/ President/ U
PROD: Romney For President

2012
INVOICE DATE: 09/30/12
ORDER TYPE: Political
WFLA I SS
E:063365160
WFLA
INVOICE NUMBER: 0100032677
PAGE: 2
BROADCAST MONTH: 08/27/2012 - 09/3
SCHEDULE DATES: 9/24/12-10/07/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR	PRODUCT DESCRIPTION	PRICE
M-F 530p News	900.00	18	2	9/26	WE	05:41P	30	2012MRFP114	900.00
				9/27	TH	05:59P	30	2012MRFP114	900.00
M-F 6p News	1200.00	20	4	9/26	WE	06:09P	30	2012MRFP120	1200.00
				9/26	WE	06:29P	30	2012MRFP114	1200.00
				9/27	TH	06:11P	30	2012MRFP120	1200.00
				9/27	TH	06:27P	30	2012MRFP114	1200.00
M-F 7p News	1000.00	22	4	9/26	WE	07:09P	30	2012MRFP120	1000.00
				9/26	WE	07:14P	30	2012MRFP114	1000.00
				9/27	TH	07:10P	30	2012MRFP120	1000.00
				9/27	TH	07:12P	30	2012MRFP114	1000.00
M-F 730p Entertainment Tonight	1000.00	23	2	9/26	WE	07:40P	30	2012MRFP120	1000.00
				9/27	TH	07:40P	30	2012MRFP120	1000.00
M-Su 11p News	1250.00	26	4	9/26	WE	11:29P	30	2012MRFP114	1250.00
				9/26	WE	11:30P	30	2012MRFP120	1250.00
				9/27	TH	11:13P	30	2012MRFP114	1250.00
				9/27	TH	11:29P	30	2012MRFP120	1250.00
M-F 1135p ET / 1035p CT Tonight	650.00	27	4	9/26	WE	12:09A	30	2012MRFP114	650.00
				9/26	WE	12:32A	30	2012MRFP120	650.00
				9/27	TH	12:10A	30	2012MRFP114	650.00
				9/27	TH	12:30A	30	2012MRFP120	650.00
Total Airtime Gross Spot Revenue:				32,100.00					

PERIOD COST 32,100.00

40 Total Units
ACTUAL GROSS BILLING 32,100.00
AGENCY COMMISSION 4,815.00
NET DUE 27,285.00

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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